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"There is a wide difference in what recruiters tell applicants about CIA. Some describe the Agency's activities rather fully, others confine themselves to the description of the Agency's responsibilities under the National Security Act. We believe that the Office of Personnel, after consultation with other Agency components, should develop an approved statement which will serve as a basis for field recruiters' describing the Agency to applicants for employment, and answering their questions. The Office of Personnel should ensure that recruiters' descriptions of the Agency are consistent with such a statement. This is important since usually the first impression of CIA is conveyed by the recruiter. Language such as 'all-source intelligence,' 'collation,' and 'the intelligence community' which mean little to most applicants, should be avoided."

It is recommended that:

The Director of Personnel develop a current statement which will be used by field recruiters to describe CIA to applicants for employment. This statement should be current, factual, interesting and as complete as security will permit. It should avoid officialese and other language which has little meaning for most applicants. Periodic spot checks should be made to ensure that recruiters are following the approved script."

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